

# US Army Accessions Support Brigade

*“Connecting America’s People with America’s Army”*



**ARMY STRONG.**<sup>®</sup>

**Colonel Fred Johnson**



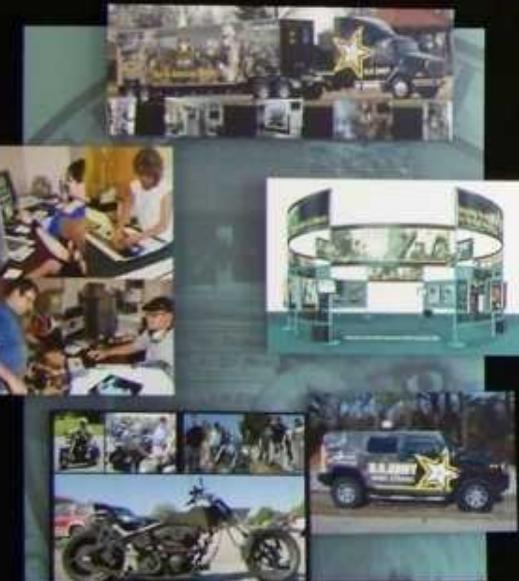
## Accessions Support Brigade

Connecting America's People With America's Army



### MISSION SUPPORT BATTALION

Fort Knox, Kentucky



### ARMY MARKSMANSHIP UNIT

Fort Benning, Georgia



### ARMY PARACHUTE TEAM

Fort Bragg, North Carolina



# Mission

**The Accessions Support Brigade supports USAREC, USACC, and USAR by maximizing leads and positive Army impressions to ensure the U.S. Army accomplishes its enlisted, warrant officer, and officer recruiting mission.**

# METL

- **Provide relevant and responsive support to USAAC, USAREC, USACC, and the Rest of the Army**
  - **Command and Control ASB Assets**
    - **Sustain the Force, materiel sustainment/upgrade and competitions**

# Accessions Support Brigade



Connecting America's People to America's Army



# ASB Organization

Brigade

<b>2010 TDA</b>	
OFF	13
OFF	6
	183
W/O	87
ENL	289

CIV

Total

ASB

Fort Knox

BDE HQs

<b>2010 TDA</b>	
OFF	3
W/O	0
ENL	4
CIV	17
<b>Total</b>	<b>24</b>
<b>Cont</b>	<b>6</b>

**Mission Support  
Battalion**

(19 Mobile / 4 Fixed Assets)  
(1 Govt Owned, Contractor  
Operated Facility)

Fort Knox

**US Army  
Marksmanship Unit**  
(6 Comp Teams /  
Custom Firearms Shop)

Fort Benning

**US Army  
Parachute Team**  
(2 Demo / 2  
Comp /  
1 Tandem Teams)  
(5 Fixed Wing  
Aircraft)

Fort Bragg

# Accessions Support Brigade

## *Mission Support Battalion*

- Conducts mobile and fixed exhibits in support of Army Accessions
- Manufactures specialized marketing products



## *Army Parachute Team - Golden Knights*

- Conducts demonstration and tandem jumps to promote the Army
- Competes in parachuting competition at national and international level
- Conducts military free fall training, parachuting research, and development



## *Army Marksmanship Unit*

- Conducts demonstrations, exhibitions, and competitions to promote the Army
- Provides advanced marksmanship shooting instruction to the force
- Conducts equipment research and development
- Competes in marksmanship competitions at the national and international level to include the Olympics





# Drill Sergeant Exhibitor Program



- **Active Basic Training Drill Sergeants selected for six month tour of duty. TDY paid by USAAC. Soldiers travel from home station to events.**

- Specifically selected as positive role models and are prepared to:

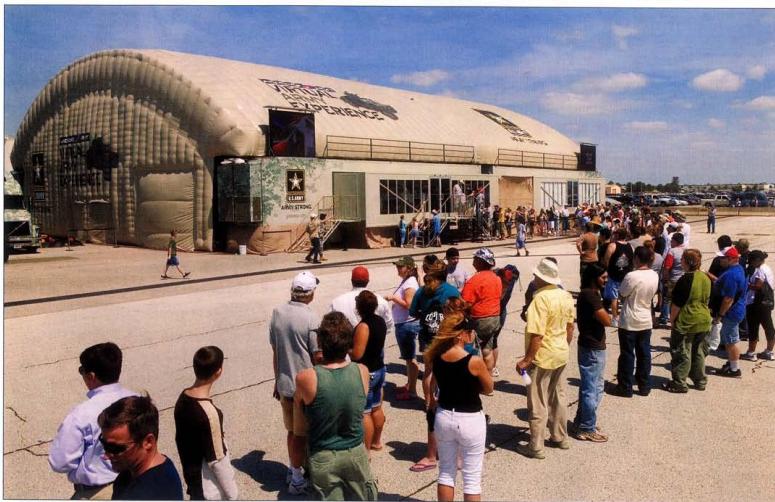
- Tell their Army Story, relate Army Values to today's youth, and discuss how the values apply to everyday life and a successful career.
- Stress the benefits of education and discuss the importance of setting and reaching goals.
- Conduct physical education classes where students can experience Army physical training.
- Give a personal "hands on" glimpse of Basic Training. Discuss benefits of military service.
- Provide team building activities; including challenge events, designed to motivate, illustrate the importance of team work and enhance self esteem.
- Engage students on the topic of leadership.
- Participate in media events; interact with event sponsors.
- Available for and have supported conventions and events such as Planning for Life, Future Farmers of America, Skills USA, All American Bowl, ROTC and JROTC events, NASCAR, NHRA, air and auto shows, and have conducted various high school events to include classroom presentations, physical training, pop rallies

- Testimonials:

- "Educators valued the attendance of DS (name removed), and had the opportunity to meet a real Drill Sergeant. 12 faculty requested we come back for the next teacher-inservice to give a class on M2S. Principal was THRILLED and appreciative for our attendance and everyone shared great fellowship over subs, fried chicken and DS (name removed)!" - BN ESS; Marcos De Niza HS, Tempe, AZ
- "DS (name removed) adapted his presentation for the various ages in the audience and used a disruptive student to illustrate the importance of respect. The teacher was impressed." Recruiter, Milwaukee Rctg Bn
- "DS (name removed) did a great job. He is welcome in my AO at anytime . . . He was the highlight of my Future Soldier function!" Company Cdr, Nashville Rctg Bn
- "Even students against the military loved the presentation and put on surveys that they were impressed by the information DS (name removed) gave them." - BN ESS; Marcos De Niza HS, Tempe, AZ



# The Virtual Army Experience



***"It gives you an idea of what is going on over there. You get an understanding of what our soldiers are going through."***  
- Muskogee Phoenix, October 29, 2007

***"Kind of makes me want to join the Army. I kinda' liked it. It makes me think of how people over in Iraq live."***  
- WTVY News 4 (CBS), March 23, 2007

# Marketing Assets

## Accessions Support Brigade

G-7

## Momentum

MSBn	AMU	APT	SIA Alpha		SIA Bravo		SIA Charlie		SIA Delta		AAB
			Robotics	Robotics	Robotics	Physical Fitness	Robotics	Robotics	Robotics	Physical Fitness	
IS x 4	Service Rifle	Demo Team x 2	Physical Fitness	Physical Fitness	Guitar Hero	Guitar Hero	Aviation	Aviation	Rockwall	Guitar Hero	AAB
AS x 5	International Rifle	Tandem Team x 1	Guitar Hero	Guitar Hero	Rockwall	Rockwall	Rockwall	Defender	Leadership	Rockwall	Showcars
AMT x 2	Service Pistol	Comp Team x 2	Aviation	Aviation	Leadership	Leadership	Leadership	Leadership	TOWS-ITAS	Leadership	NASCAR
MEV x 6	International Pistol		Rockwall	Rockwall	Defender	Defender	Defender	Defender	Sim	TOWS-ITAS	Showcar
NHRA x 2 personnel	Shotgun		Leadership	Leadership	Javelin Sim	Javelin Sim	Javelin Sim	Javelin Sim	Dog Tags	Dog Tags	NHRA
NSC x 2	Action Shooting		Defender	Defender	Dog Tags	TOWS-ITAS	Dog Tags	Dog Tags		Dog Tags	Dragster
NCD Systems x 8	Olympians		Javelin Sim	Javelin Sim	Dog Tags	Sim	Dog Tags				
NCD Exhibitors x 5			Dog Tags	Dog Tags							
OCC Chopper x 1											
<b>The Virtual Army Experience</b>			<u>Weber</u> <u>Shandwick</u>  Planning for Life	<u>Casanova</u> <u>Pendrill</u>  HCM	<u>Carol H. Williams</u>  HBCU Classics BHM Exhibit						

## Other Army Units/Assets

Army Senior Leadership  
McCann / Erickson  
SF Team ICW SOF Semi  
Future Soldiers  
ROTC ROOs/Cadets  
USMA Sports/Cadets  
USAREC HRAP/SRAP  
Agency Sports Figures  
TAIR - AR/ARNG  
AMEDD SME  
Veterans Organizations  
Silver Wings  
101<sup>st</sup> ABN Parachute Team  
Black Daggers  
ANG Assets

## VAE Alpha

4 GMV  
HMMWVs

2 CROWS  
HMMWVs

2 UH-60  
Blackhawk  
s

AA Game  
LAN & X-  
Box 360

VAE Apache

AH-64D  
Apache  
Longbow  
with Pilot  
and  
Gunner  
Positions

2 HMMWVs  
with 3  
CROWS &  
1 TOW-

## VAE Bravo

2 HMMWVs

1 UH-60  
Blackhawk  
s

AA Game  
LAN & X-  
Box 360

Challeng  
e Tour

AA Game  
LAN & X-  
Box 360

Packbot  
EOD Robot

Branded

## VAE Charlie

2 HMMWVs

1 UH-60  
Blackhawk  
s

AA Game  
LAN & X-  
Box 360

Challeng  
e Tour

AA Game  
LAN & X-  
Box 360

Packbot  
EOD Robot

Branded

## VAE Delta

1 GMV  
HMMWVs

AA Game  
LAN & X-  
Box 360

AA Arcade  
Game

Branded

H2

VAE Foxtrot

2 HMMWVs  
with 3  
CROWS &  
1 TOW-  
ITAS

## USAREC

H3 x 96

RCW x 97

SORB

PaYS

CW Singer - SFC

Buckley

## OCPA / ABG

MDW Assets

Army Field Band

Jazz Ambassadors

TRADOC Band

WCAP

82<sup>nd</sup> Chorus

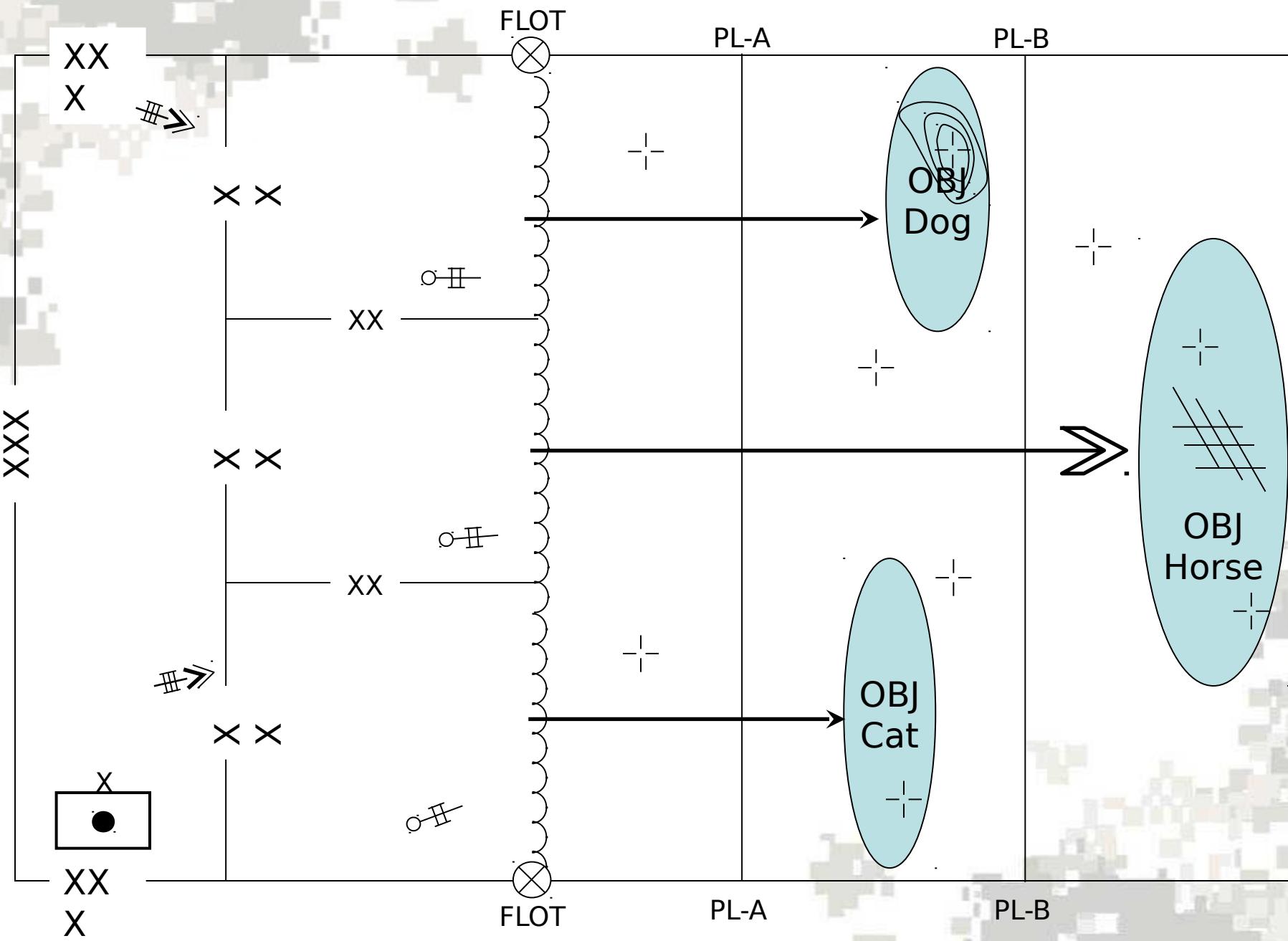
Army Avn Demo Teams

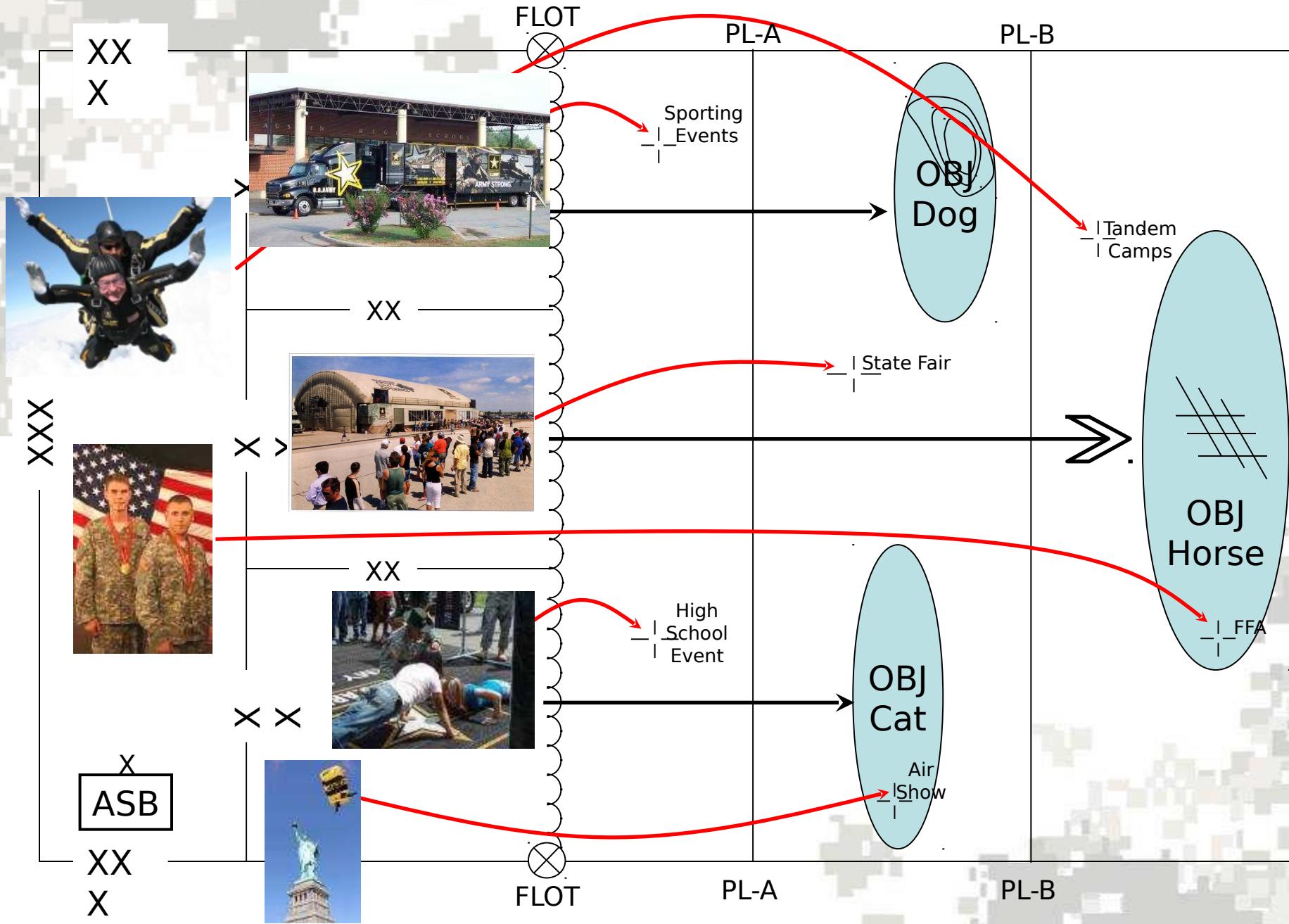
Soldier Show

Culinary Arts Team

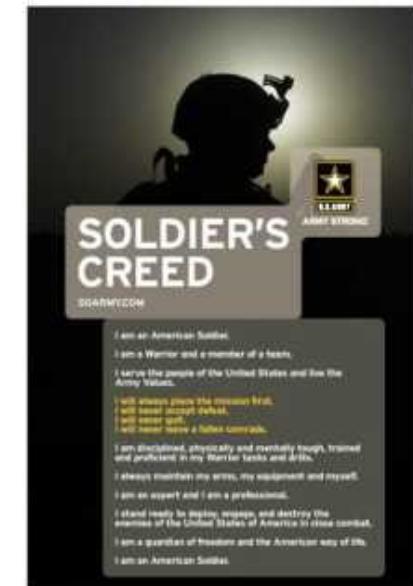
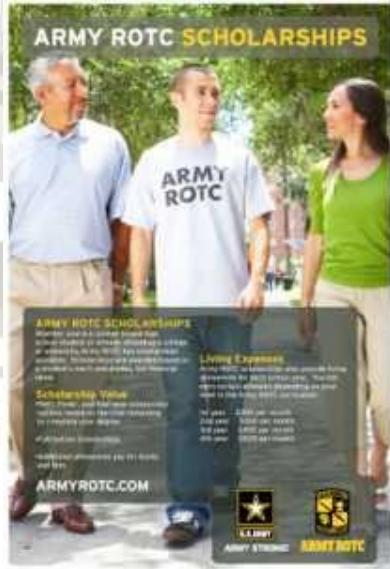
Installation Vans

AR Bands..





# Managed Unit Product Account (MUPA)



# Accession Distribution Center

- **Support USAREC, USACC, and OCAR through online Intranet ordering system for Recruiting Publicity Items (RPI), Personal Presentation Items (PPI), and Milestone Recognition Items (MRI)**
- **Stock over 570 items**
- **Process over 26,100 orders annually**
- **Support over 9,200 customers**
- **Process over 9,600 Future Soldier Kits to MEP Stations**

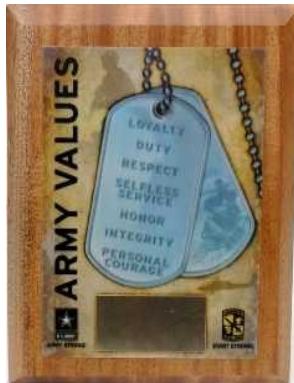


**Over 155,000  
boxes shipped  
annually**



# Awards

- **FY09: USAREC 8760**
- **USAAC 4977**
- **Ft. Jackson 720**
- **Items branded specifically for Units, Battalion, and Company level**



# ASB - Overview Summary '09

## **MSBn**

### ***Special Purpose Facility***

- **Cost: \$1,530,788.00**
- **Items Produced / Repaired: 27,174**

### ***National Conventions Division***

- **Events Supported: 94**
- **Cost: \$1,068,719.13**
- **Leads/Assists: 13,076**
- **Cost per Lead: \$81.73**

### ***Mobile Exhibit Company***

- **Events Supported: 1,589**
- **Cost: \$1,372,578.45**
- **Leads: 40,864**
- **Cost per Lead: \$33.59**

### ***National Science Center***

- **Elementary Schools: 84**
- **Middle Schools: 53**
- **High Schools: 24**
- **Cost: \$165,431.98**
- **Over 39K Students**

## **Drill Sergeant Exhibitor Program**

- **301 Events**
  - **57 National Strategic**
  - **63 Regional / Local / Future Soldier**
  - **181 Events in High Schools**
- **\$257,468.76 (avg \$855.37 per Event)**
- **Multiple Live Radio / TV Interviews**
- **Increased ROI, Lead Generation for All Venues**
- **Enhances Recruiter Access in Local Schools**

# ASB - Overview Summary '09 (co

## **AMU**

### **93 Marksmanship Competitions within CONUS**

#### **Demonstrations/Clinics/Competitions**

- 11 Junior Clinics/Competitions
- 6 Open Clinics/Competitions
- 4 Future Soldier/Cadet

#### **Demonstrations**

- 1 All American Bowl

#### **8 Conventions/Expos/Shows/Fairs**

#### **TSDs**

- 19 High School TSDs
- 4 College TSDs

#### **11 COI Tours of AMU facilities**

#### **Media Exposure**

- 4 Episodes on The Outdoor Channel's Shooting USA
- 6 Pro-tips mini-episodes on Shooting USA

## **APT**

### **Demonstrations**

- 68 Demonstrations
- 20 High School / University

#### **TSDs**

#### **Tandem Camps**

- 10 Tandem Camps
- 225 COIs

#### **Competitions**

- 14 Competitions
- World
  - 5 Silver Medals
  - 6 Bronze Medals
- National
  - 6 Gold Medals
  - 13 Silver Medals
  - 9 Bronze Medals

#### **ROI**

- 223M Impressions
- 558 Future Soldiers
- 9,070 Leads



# **QUESTIONS ?**